



LITHUANIA MEDIA LANDSCAPE

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Country Overview

THE LARGEST AND MOST POPULOUS OF THE THREE BALTIC NATIONS.

Overview of Lithuania



CAPITAL
Vilnius

REGION
Europe

GDP PER CAPITA, PPP
\$38,806

GDP
\$54.7 billion

POPULATION
2,794,137

AREA
65,300 SQ.KM

More than 80 percent of the country's population is ethnic Lithuanian, with sizeable minorities of Poles, Russians, Belarusians and Ukrainians.

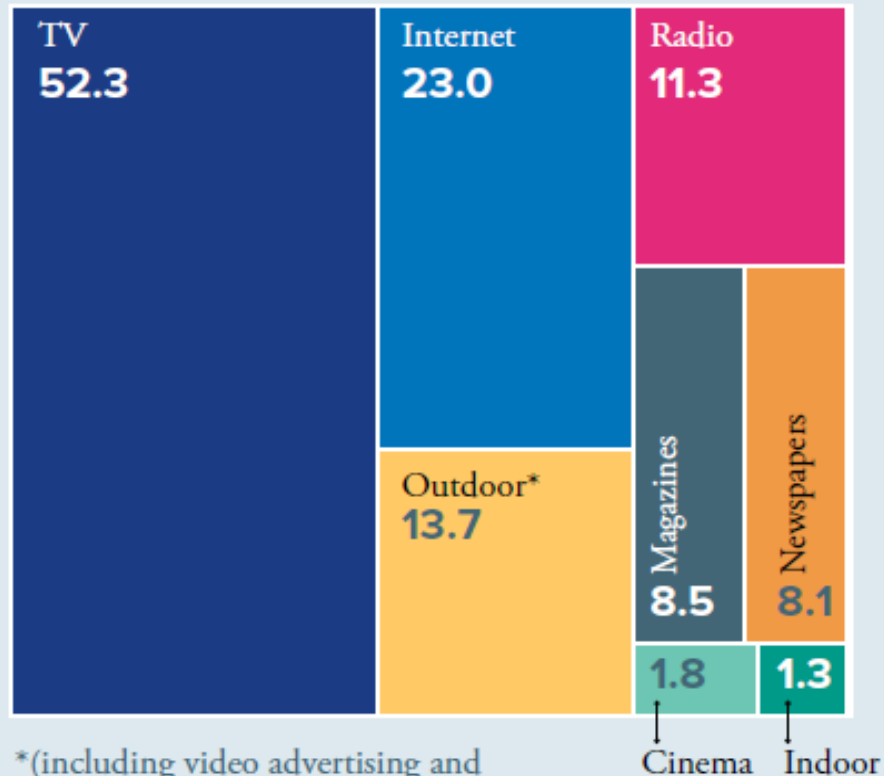
Health care and education through the primary and secondary levels are free to Lithuania's citizens. The World Bank labels Lithuania as a high-income economy. Services dominate the country's economy, with industry and agriculture also significant sectors.

Lithuania is a member of major international organizations, including the U.N., the European Union, the Council of Europe, NATO and the Organization for Economic Cooperation and Development.

Media Consumption Overview

TV HOLDS THE MEDIA CROWN

Advertising market value by media type
in Lithuania in 2019 (million euros)



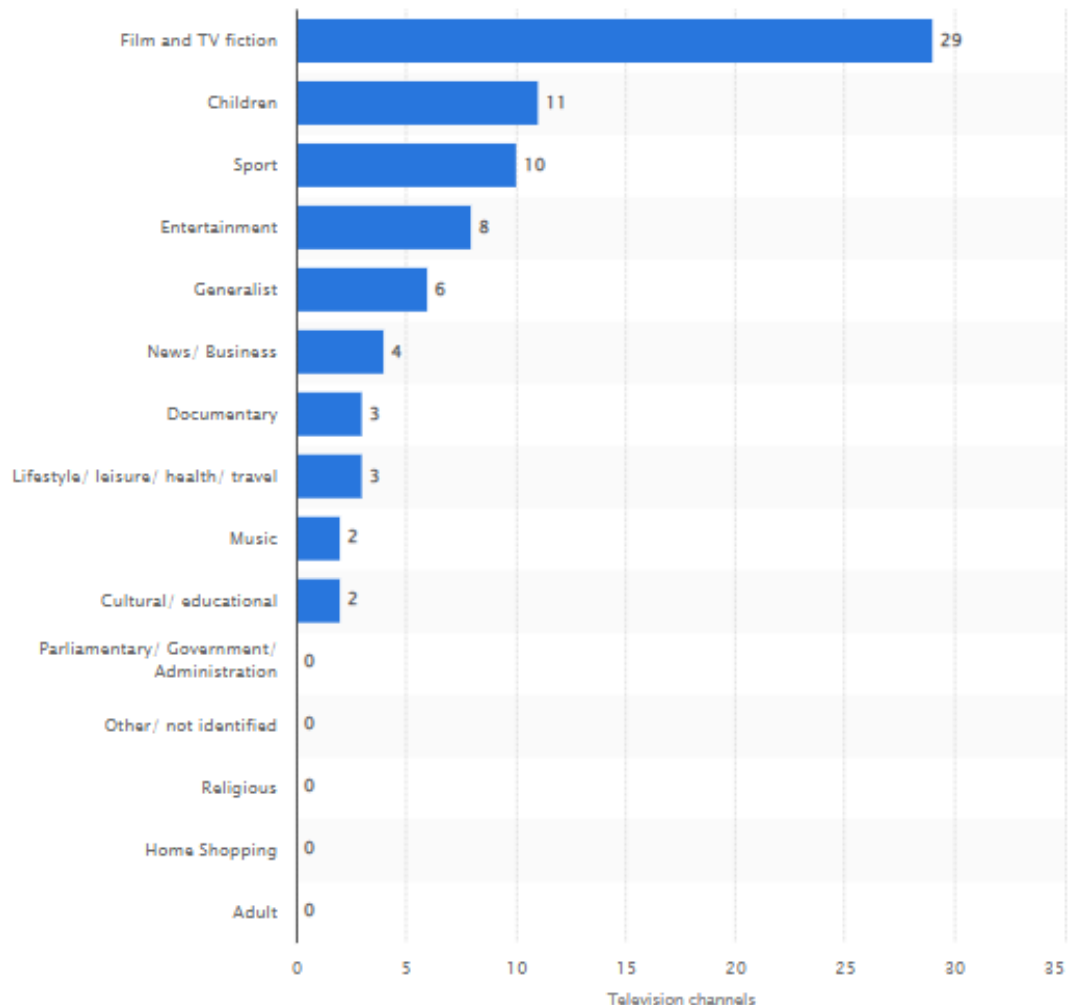
Source: Kantar Lithuania

- TV is the most popular medium and the sector includes digital terrestrial, cable and online outlets.
- The popularity of print media is on the wane, reflecting a global trend. Some former print titles have relocated online.

TV Consumption

FILM AND TV FICTION CHANNELS ARE MOST IN DEMAND

Number of TV Channels Available in Lithuania, 2019



- In 2019 LNK TV Group with channels LNK, BTV, TV1, Info TV and Liuks! was the most watched in Lithuania.
- According to Kantar data for direct viewing LNK Group's audience share was 22.5%, while that of the TV3 Group was 19.8% and the national broadcaster LRT Group's share was 13.5%.

TV Consumption

TOP TV CHANNELS



LNK

Market Share: 22.5%

LNK (Laisvas ir nepriklausomas kanalas) is a commercial television channel operating in Lithuania and owned by MG Baltic Media. It is a free to air TV channel targeted towards a Lithuanian audience. It mainly broadcasts local entertainment, dubbed movies, lifestyle shows and news.



LRT

Market Share: 13.5%

LRT operates three national television channels, radio stations and internet website, LRT.lt. LRT is the largest media group in Lithuania and is owned by the public. Therefore, its fundamental mission is to serve the public interest and the public's right to trustworthy and objective information.



TV3

Market Share: 19.8%

TV3 Lithuania (TV trys) is a Lithuanian free-to-air television channel that was launched on 11 April 1993. TV3 shows international and Lithuanian language programs.

Print Consumption

READERSHIP IS CURRENTLY THE LOWEST IT HAS BEEN IN YEARS

Press freedom index in Lithuania from 2013 to 2021



- Print media has been losing ground in recent years partly due to a global trend which sees the emergence of online news outlets.
- The main dailies are Lietuvos rytas, Vakaro žinios and Kauno Diena and their audience is mostly represented by its loyal readers who have been consuming the media for several years.

Print Consumption

TOP PRINT TITLES



Lietuvos Rytas

Frequency: 3 issues a week

Circulation: 23,667

Lietuvos rytas is a Lithuanian daily newspaper. Additionally, to the daily newspaper come the supplements Vartai, Rytai-Vakarai, Sostinė, Laikinoji Sostinė, Gyvenimo Būdas and magazines Stilius, TV Antena and Stilius Plius.



Vakaro Žinios

Frequency: 5 issues a week

Circulation: 22,880

Vakaro žinios is a Lithuanian daily newspaper that has been running since 1999. It is a tabloid newspaper having a Eurosceptic and nationalist stance.



Kauno Diena

Frequency: 6 issues a week

Circulation: 18,980

Kauno Diena (Kaunas Daily) is a Lithuanian daily newspaper, printed in Kaunas. It is a leading regional daily and 90% of its circulation is subscription-based.



Respublika

Frequency: Weekly

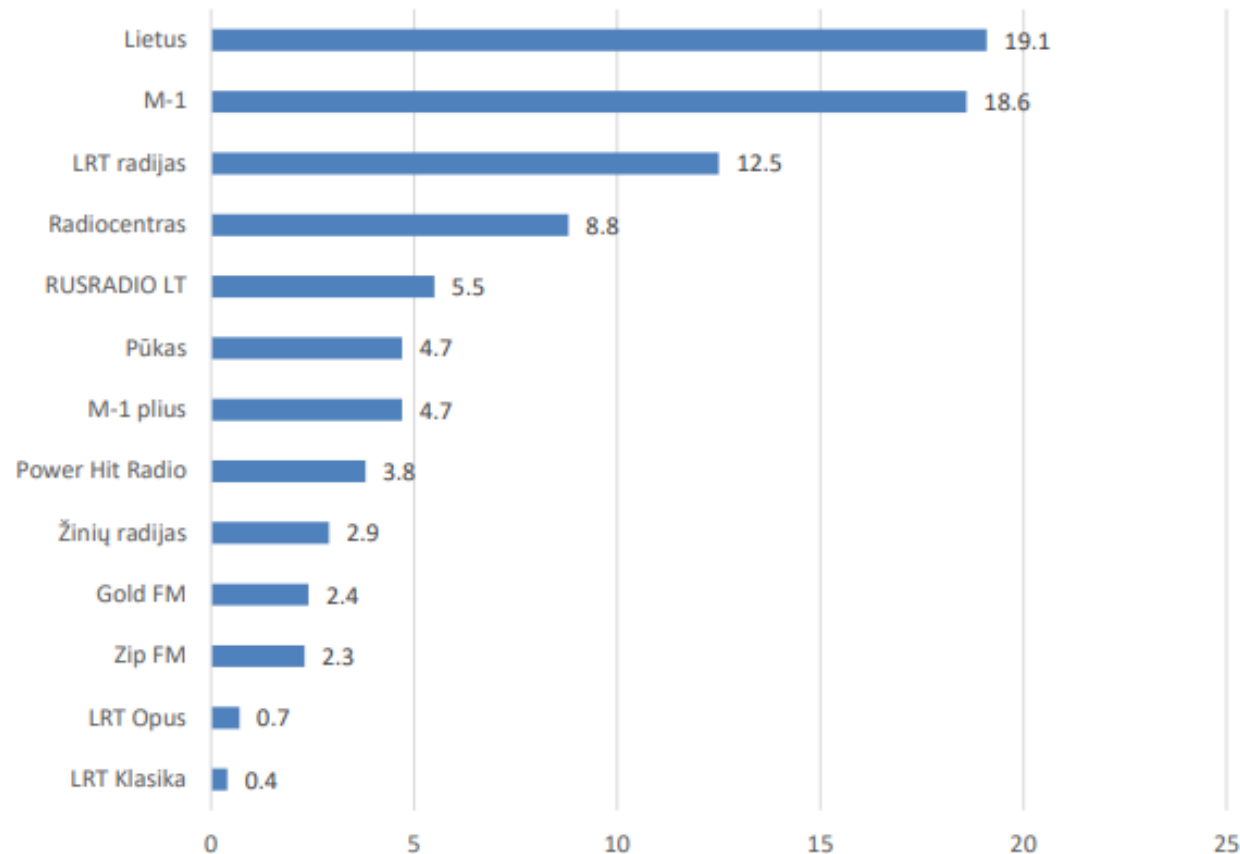
Circulation: 9,000

Respublika is a right-wing Lithuanian newspaper, published since September 16, 1989. It promotes nationalist stance.

Radio Consumption

TOP RADIO STATIONS IN LITHUANIA

Audience share of national radio stations (2019)



- There are 41 radio broadcasters in Lithuania broadcasting 51 radio stations.
- By share of the time spent listening to radio, the following four national radio stations are leading in the ratings: Lietus, M-1, LRT radijas and Radiocentras.

Digital Consumption

INTERNET PENETRATION RATE STOOD AT 82% OF THE TOTAL POPULATION IN 2021



Digital Consumption

THEY SPEND THE MOST TIME ON YOUTUBE

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*

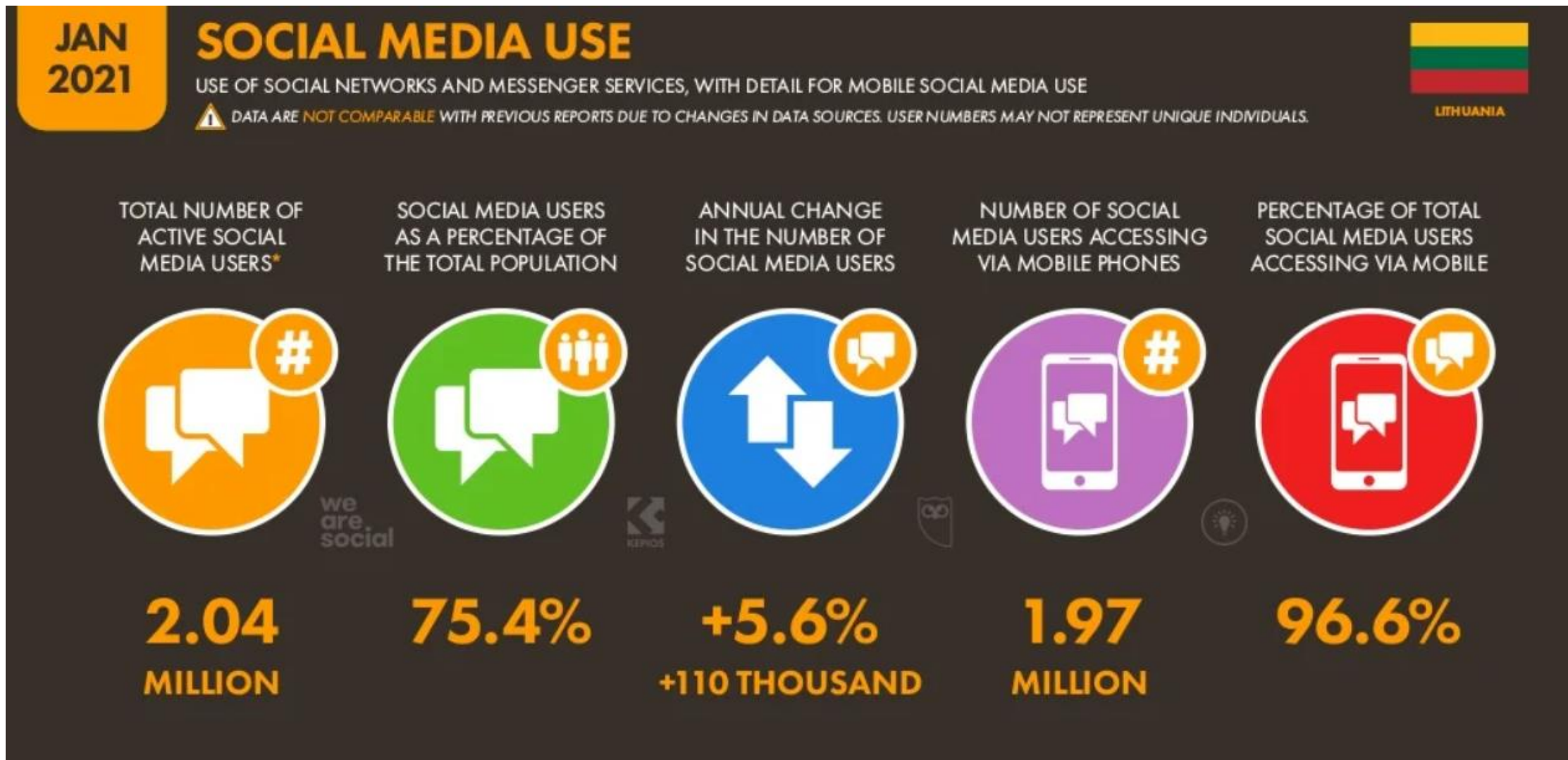


#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	1702
02	YOUTUBE.COM	17M 23S	9.86
03	GOOGLE.LT	3M 04S	3.42
04	TELUGU360.COM	3M 53S	3.50
05	IN.GR	5M 20S	3.27
06	KASVYKSTA.LT	1M 46S	1.70
07	DELFI.LT	6M 41S	3.40
08	BONGACAMS.COM	2M 46S	1.59
09	SWEDBANK.LT	3M 56S	4.20
10	GOOGLE.RU	3M 50S	4.76

#	WEBSITE	TIME / DAY	PAGES / DAY
11	SKELBIU.LT	9M 57S	9.50
12	TUEREN-FACHHANDEL.DE	[N/A]	1.00
13	OK.RU	4M 11S	2.36
14	TAMO.LT	11M 30S	7.00
15	VK.COM	7M 21S	3.77
16	15MIN.IT	4M 23S	2.20
17	ZOOM.US	8M 14S	3.93
18	JOCIAL.COM	13M 16S	9.30
19	TO10.GR	5M 17S	4.08
20	KINGBESTBUY.APP	[N/A]	1.00

Digital Consumption

LITHUANIA SAW AN INCREASE OF 5.6% SOCIAL MEDIA USERS IN 2021



Let's Discuss

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